**Vrinda store Insights**

* **Women are more likely to Buy Compared to men (~ 65%).**
* **Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35%).**
* **Adult age group (30 – 49 yrs) is Max contributing (35%).**
* **Amazon, Flipkart, Myntra are max contributing (~80%).**

**Final Verdict top improve sales of Vrinda Store:**

* **Target women customers of age group 30-49 yrs living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/Coupons available on Amazon, Flipkart, Myntra.**